

WCSR

600 KC

THE SMITH COLLEGE RADIO STATION

10½ Prospect Street
NORTHAMPTON, MASS.

Telephone 2700 — Extension 512

September 20, 1950

The Modern Library
457 Madison Avenue
New York 22, N. Y.

- Revlon Products Corp.
715 5th Ave.
N.Y. 22

Sirs:

We at WCSR ^{know} ^{are} thought that perhaps you would be interested in making ^{Revlon} Modern Library a well-known campus name at Smith, and enlarging the number of college ^{users} readers.

For the very low rates shown on the enclosed card, you can reach the entire student body of 2,200, plus faculty and administration.

WCSR is run completely by students, and combines the best features of a commercial station, plus programs of special campus interest. We give the girls the kind of programs that they want to hear, from 8-9 every weekday morning, 9-1 on Sundays; 3:30-6 Monday ~~and~~ Friday afternoons, and 2-6 on weekends; and 7-11 every evening. ^{2-6 and 7-11 Saturdays, and 9-1 and 7-11 Sun.}

Some of our better shows which could be sponsored are:

"Easy Listening", music styled to study or read by, every afternoon, Monday through Friday, from five to six; "Inside Smith", a

program of campus news, Mondays and Wednesdays from seven-fifteen-7:30 +

"Campus Quiz", Wed. 8:30-9 - a clever quiz show with

MEMBER OF THE PIONEER BROADCASTING SYSTEM

contacted with co. of the campus. These are just a few of the pop shows
wh. WCSR has to offer. Of course, spot ann. can be sched. at any 1st break

THE NORTH COLLEGE BARRIO ATATON
IN THE MOUNTAINS
OF THE MOUNTAINS
THE MOUNTAINS OF THE MOUNTAINS

WCSH